

Appl. No. 09/755,353 Atty. Docket No. 8387& Amdt. dated February 26, 2004 Reply to Office Action of 09/10/2003 Customer No. 27752

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

- 1. (Original) A method of conducting consumer product research, comprising the following steps:
 - (a) configuring a mock environment so as to test a product in a desired context;
 - (b) placing at least one consumer within said mock environment for testing said product; and
 - (c) collecting information during testing of said product.
- 2. (Original) The method of claim 1, said mock environment further comprising a plurality of areas within a simulated house.
- 3. (Original) The method of claim 2, wherein at least one consumer is placed within an area conforming to the desired context for testing said product.
- 4. (Original) The method of claim 1, further comprising the step of collecting information upon completion of testing said product.
- 5. (Original) The method of claim 1, further comprising the step of broadcasting said information during testing of said product.
- 6. (Original) The method of claim 1, further comprising the step of analyzing said information.
- 7. (Original) The method of claim 1, wherein said information is feedback from said consumer.
- 8. (Original) The method of claim 1, wherein said information is quantitative data measured from interaction between said consumer and said product.
- 9. (Original) The method of claim 1, further comprising the step of screening a pool of candidates to become a consumer panel for testing a desired product.

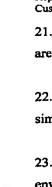
Page 2 of 8



Appl. No. 09/755,353 Atty. Docket No. 8387& Amdt. dated February 26, 2004 Reply to Office Action of 09/10/2003 Customer No. 27752

- 10. (Original) The method of claim 9, wherein said mock environment is configured to match the demographics of said consumer panel.
- 11. (Original) The method of claim 9, wherein said consumer panel is configured to match said mock environment.
- 12. (Original) The method of claim 1, wherein said mock environment is configured for hosting a desired event during which said product is tested.
- 13. (Original) The method of claim 7, wherein said consumer feedback is recorded audiovisually.
- 14. (Currently amended) The method of claim 1, wherein operation of said product is controlled by a third party.
- 15. (Original) The method of claim 1, wherein a third party controls said product to simulate operation of said product is simulated in said mock environment through control of a third party.
- 16. (Original) The method of claim 1, wherein said mock environment is a commercial establishment.
- 17. (Original) The method of claim 1, wherein said product is a service.
- 18. (Original) The method of claim 1, wherein said product is a form of communication.
- 19. (Original) The method of claim 7, wherein said consumer panel is utilized to test a plurality of products within said mock environment.
- 20. (Original) A facility for conducting consumer product research, comprising:
 - (a) at least one mock environment configured for testing a product in a desired context; and
 - (b) at least one device for collecting information during testing of said product in said mock environment.

Page 3 of 8



Appl. No. 09/755,353 Atty. Docket No. 8387& Amdt. dated February 26, 2004 Reply to Office Action of 09/10/2003 Customer No. 27752

- 21. (Original) The facility of claim 20, said mock environment further comprising at least one area in a simulated house.
- 22. (Original) The facility of claim 20, said mock environment further comprising an area in a simulated commercial establishment.
- 23. (Original) The facility of claim 20, further comprising an area separate from said mock environment for remotely controlling said information collecting devices.
- 24. (Original) The facility of claim 20, further comprising an area separate from said mock environment for directly viewing product testing therein.
- 25. (Original) The facility of claim 20, said information collecting devices further collecting information after testing of the product in a separate setting.
- 26. (Original) The facility of claim 20, wherein said mock environment is configured for a particular consumer profile.
- 27. (Original) The facility of claim 20, wherein a particular consumer profile is matched with said mock environment.
- 28. (Original) The facility of claim 20, wherein said mock environment is configured for hosting a specified event.
- 29. (Original) The facility of claim 20, wherein said mock environment is configured for testing a prototype device.
- 30. (Original) The facility of claim 20, wherein said mock environment is constructed with infrastructure that is configurable for testing of a given product.